

Appendix E

Anti-Speeding Briefs

Cut and paste these blurbs into your posts on social media or use them in printed materials. These quick facts can be intended for your neighbors initially but also for anyone else in Knoxville. Let's create a culture that makes safety cool.

These briefs can be downloaded in Word format from www.knoxvilletn.gov/slowdown.

Slow Down in K-Town!

1. Think speeding saves you time? In a 100-mile trip, going 75 instead of 65 saves only 12 minutes, while putting you and all around you in greater risk. That time savings, by the way, assumes you can go exactly 75 mph for the whole 100 miles, which, of course, is not likely. Slow Down in K-Town.
2. We know ... you've heard it a thousand times: Speed Kills. It's kind of a joke, right? Problem is, with higher speeds robbing you of time to avoid a crash, and pushing more force into a crash, speed by itself can make a life-or-death difference — especially hitting a pedestrian. Speed actually does kill. Slow Down in K-Town.
3. Ever notice that the annoying guy that you passed, who was driving the speed limit, pulling up beside you at the red light? Faster drivers don't always get there first, but always put themselves and others at more risk. Slow Down in K-Town.
4. At 40 miles-per-hour a car goes about 60 feet in one second. Say "One chimpanzee" at 60 and you go the full length of a tractor-trailer. At 30 mph, you go less than the length of the trailer by itself. If a child pops into the road ahead of you, which of these speeds makes more sense? Slow Down in K-Town.
<https://www.calculateme.com/speed/miles-per-hour/to-feet-per-second/>
5. Sure, fast driving can be fun. So can taking full control over your car and picking the right speed for the right place. Slow Down in K-Town.
6. "I'll just go 10 over the speed limit — everyone does." You're twice as likely to kill a pedestrian hitting at 42 than at 32 mph. Twice the chance of killing someone with only a 10 mile-an-hour speed jump. Slow Down in K-Town.
<https://www.ghsa.org/resources/Speeding19>
7. Cars parked along the street. Bushes snuggled up to the roadside. Things we see every day while driving can hide a pedestrian or bike rider ... or even another car coming into the road. Give yourself more time to handle emergencies. Slow Down in K-Town.

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8. The most common traffic ticket? Speeding, of course. So why do we go too fast when there's a pretty good chance we'll really get slowed down by a traffic stop? Slow Down in K-Town.
9. Ever do something that you've growled at other people for doing? Most of us think driving 10 mph over the speed limit in residential neighborhoods is unacceptable, but lots of us do it anyway. Hitting a walker or bicyclist at only 10 mph higher speed brings a much greater chance that person will die, especially if it's a child. Slow Down in K-Town.
<https://aaafoundation.org/wp-content/uploads/2018/03/AAAF-TSCI-Fact-Sheet.pdf>
10. One-and-a-half seconds. Tiny bit of time. Don't even notice it going by. It's about how long it takes us to 1) See a child in the road, 2) then recognize that it's a child in the road, 3) then decide to put on the brakes, 4) then put a foot on the brake pedal. All that in a second-a-half! But in that brief time at 40 mph a car goes almost the length of a tractor-trailer, and the brakes haven't even begun to stop the car. Can we stop in time? Slow Down in K-Town.
11. When did your teen learn to drive? Last summer? 2012? Teens start learning to drive the moment their child restraint seat gets turned forward. They see how the adults in their lives drive. They see and absorb driving attitudes and behaviors that are very hard to change by age 15 or 16. Let's all show future drivers good behaviors. Slow Down in K-Town.
12. Ask most drivers what's the first thing they judge to decide how fast to drive and they'll probably say it's the speed limit. Or how slippery the road surface is. Traction and other traffic have to be factored in, but what matters first in picking the best speed is how good the visibility is. Fog, rain, snow, glare, curves, hills, bushes, parked cars ... all of them cut visibility and tell us to ease off the accelerator. What we can see – homes, toys, lawnmowers, pedestrians, bicyclist – also tell us we might be going too fast for the neighborhood. Slow Down in K-Town.
[AAA Driver Improvement Program]
13. Hands-free communications in cars is safer than hand-held, right? Unfortunately, the evidence shows that's not true. Even though we have both hands on the wheel and both eyes on the road, if our minds are engrossed in a phone conversation or giving voice commands to our car, we can completely miss important stuff. Stuff like people on bikes, kids on trikes, or dogs named Spike. Slow Down in K-Town.
<https://aaafoundation.org/wp-content/uploads/2013/06/Measuring-Cog-Dist-in-the-Automobile-FS.pdf>
14. It may be obvious that faster speeds cause worse crashes, but how much worse? The chance of dying in any crash at 65 mph is double the chance of

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dying at 55, and the chance of not making it through a crash at 75 mph is three times higher than at 55. Picking the right speed can be a lifesaver. Slow Down in K-Town.

[AAA Driver Improvement Program]

15. I'm running late! I have no choice but to speed to get where I'm going on time. Well, actually, the speed we drive is always our choice. We need to make it a good one. Slow Down in K-Town.

16. Let's say we're cruising down a residential street at 40 mph. We feel pretty good about this speed ... even feels a little slow. But at 40, it won't take us twice as far to stop than if we were going 20. If we're alert, it'll take us four times as far to stop. Slow Down in K-Town.

[AAA Driver Improvement Program]

17. The most important part of a car: tires. They are the only part of the car that touches the road – or should be! When they press on the road, tires form four patches each about the size of a hand. Those four patches are the only thing holding you and your car safely on the pavement. Make sure the tires are at the pressure recommended by the car maker and that there's plenty of tread to move moisture out of those four small patches. Slow Down in K-Town.

[AAA Driver Improvement Program]

18. We all know that driving on wet, snowy or icy roads can be dangerous and should cause us to slow down. Other conditions that reduce traction? Loose sand, bumps and potholes, wet leaves, sticks, gravel, wet railroad tracks, or even our car's worn out tires or suspension system. Slow Down in K-Town.

[AAA Driver Improvement Program]

19. Skies have been clear for a while. When it does start to rain, be aware that the rain will make the roads most slippery in the first 10 to 15 minutes after it starts to rain. In those first minutes the rain mixes with oil and dirt on the road to form a really slippery film. Until that's all washed off, driving can be a little dicey. Slow Down in K-Town.

[AAA Driver Improvement Program]

20. Snowy roads = lots less traction. That much we know. Melting snow can leave your tires with even less traction than loose snow -- about half the traction of dry pavement. It can be tempting to power up to normal speeds when the snow starts to melt away but don't be fooled. Watch for slippery patches on residential roads, pavement in the shade, bridges and overpasses. Slow Down in K-Town.

[AAA Driver Improvement Program]

21. Want to go waterskiing? The best way is to get on skis behind a boat. The most terrifying and dangerous way to waterski is to lose traction in your car.

Hydroplaning, where your car's tires ride up on a thin film of water, is basically

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waterskiing on four wheels. With enough speed, even good tires can lose traction and hydroplane, and the driver loses all control. Keep the tires in good shape and ease off the accelerator ahead of areas where water has collected. Slow Down in K-Town.

[AAA Driver Improvement Program]

22. There's good news! Traffic deaths across the U.S. have dropped a bunch in the last 20 years or so. What hasn't dropped is the portion of deaths caused by speeding. Speeding-related deaths have bounced around 26 and 32 percent of all traffic fatalities between 2001 and 2017. Let's help push those numbers down in our neighborhood. Slow Down in K-Town.
<https://www.ghsa.org/resources/Speeding19>
23. Nobody wants to die in a car crash. But for every 1,000 car crashes, four of them kill people. For every 1,000 crashes where cars hit walkers or bicyclists, 47 of those crashes kill people. Bike riders and walkers are more common in our home neighborhoods. Let's watch out for them! Slow Down in K-Town.
<https://maps.knoxmpc.org/MapSeries/bikepedcrash.html>
24. In seven years, 2012 through 2018, several counties in East Tennessee saw 60 people killed in crashes between motor vehicles and bikes or pedestrians. More than 1,000 other people got injured in the same kind of crashes. Let's make sure we don't let that happen where we live! Slow Down in K-Town.
<https://knoxtpo.org/2017/06/15/tpo-releases-reports-analyzing-pedestrian-and-bicycle-crash-data>
25. So, what's happened in the last 90 minutes? In 2017, a pedestrian was killed every 88 minutes in the U.S. Let's do better in our neighborhood! Slow Down in K-Town.
<https://www.nhtsa.gov/road-safety/pedestrian-safety#2231>
26. In 2018 the City of Knoxville focused on enforcing school bus traffic laws. Big fact that came up? Many drivers did not know they had to stop if they were going the opposite direction of the school bus on an undivided road. Many thought a turn lane in the middle of the road meant they could just keep going. The law is: if the road has no raised median strip or barrier between the opposite directions, traffic in both directions must stop for a school bus displaying its stop sign and red flashing lights. Traffic on the other side of a road with just a turn lane in the middle must stop. School's Open – Drive Carefully! Slow Down in K-Town.
https://www.tn.gov/content/dam/tn/safety/documents/DL_Manual.pdf Tennessee Driver Manual, page 51.